

STATE SENATOR • MARK SCHAUER • 19TH DISTRICT

Schauer Press Release



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Schauer, Granholm, Tony the Tiger Celebrate 100 Years of Michigan Innovation

Kellogg celebrates the 50th Anniversary of the World's Longest Breakfast Table

LANSING--State Senator Mark Schauer (D-Battle Creek) and Governor Jennifer M. Granholm joined Tony the Tiger and hundreds of cereal lovers at the 50th Anniversary of the World's Longest Breakfast Table. This year also marks the Kellogg Company's 100th year.

"Kellogg is a model of innovation and community dedication," said Schauer. "Governor Granholm has a great plan to lead us through our economic transformation, and it's world class companies like Kellogg that will help put that plan in place."

Schauer and Granholm presented tributes honoring The Kellogg Company on its 100th Anniversary and the 50th Anniversary of the World's Longest Breakfast Table. The table was a gift from the Kellogg Company to the citizens of Battle Creek in 1956 in honor of the company's 50th Golden Jubilee. Since then, the World's Longest Breakfast Table has become a yearly tradition.

"We are privileged to have such a fine company right here in our own back yard," said Schauer. "And the cereal's GRRRRRRRRREAT! I eat Kellogg's cereal at least two meals a day."

The Kellogg Company was founded in 1906 and for 100 years has upheld a tradition of producing wholesome, quality products while maintaining a superb working environment and honorable community involvement. Throughout the years, the Kellogg Company has continually sought technical advancements and enhancement to its production process, enabling the company to stay on the cutting edge of food production and constantly create new jobs. And, demonstrating its commitment to good corporate citizenship, Kellogg was the first company to voluntarily include sugar content on its packaging.

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Mark Schauer is the Senate Democratic Floor Leader. He represents the 19th Senate District, which includes all of Calhoun County and most of Jackson County.